

1 WHAT IS CLAIMED IS:

1. An interactive program guide having a display screen comprising:

5 a database for storing television schedule information including television program titles;

a display controller electrically coupled to the database for displaying some of the schedule information including television program titles on the screen;

10 an input device for selecting a displayed program title displayed on the screen;

a processor for identifying data related to the selected program from the Internet;

15 a communication device for receiving the identified data related to the selected program; and

a controller for displaying the received data related to the selected program on the screen.

20 2. The program guide of claim 1 wherein the database resides on one or more remote file servers accessible through a communication link.

25 3. The program guide of claim 2 wherein the communication link is Internet.

4. The program guide of claim 1 wherein the related data is advertisement.

30 5. The program guide of claim 1 further comprising:  
means for monitoring and storing user's selections of television programs;

means for learning a user's preference according to the user's selections of television programs; and

35 means for activating the program guide responsive to the stored user-preference.

1           6.    The program guide of claim 5 wherein means for  
learning a user-preference comprises means for storing a user-  
preference responsive to a user input.

5           7.    The program guide of claim 5 wherein the user-  
preference is a television program.

8.    The program guide of claim 5 wherein the user-  
preference is a theme for a plurality of television programs.

10           9.    The program guide of claim 7 wherein the activating  
means comprises means for reminding the user to view the  
preferred television program.

15           10.   The program guide of claim 7 wherein the activating  
means comprises means for recording the preferred television  
program.

20           11.   The program guide of claim 7 wherein the activating  
means comprises means for downloading a copy of the preferred  
television program to a digital storage medium.

25           12.   The program guide of claim 8 wherein the activating  
means comprises means for searching the schedule information;  
means for matching television programs having the same theme  
as the stored theme; and means for recording the matched  
television programs.

30           13.   The program guide of claim 8 wherein the activating  
means comprises means for searching the schedule information;  
means for matching television programs having the same theme  
as the stored theme; and means for downloading a copy of the  
matched television program to a digital storage medium.

35           14.   The program guide of claim 5 wherein the activating  
means comprises of means for adapting the schedule information  
displayed on the screen according to the user-preference.

1           15. The program guide of claim 1, further comprising:  
          means for displaying preview programming for a future-  
          scheduled television program;  
          means for identifying a plurality of sources of  
5   information having data related to the future-scheduled  
          television program;  
          means for selecting an identified source of information  
          having data related to the future-scheduled television  
          program;  
10   means responsive to the selected source of information;  
          and  
          means for displaying data from the linked source of  
          information on the screen.

15           16. The program guide of claim 5 wherein the data  
          related to the future-scheduled television program is one or  
          more of advertisement, video preview, and textual information.

20           17. The program guide of claim 1, further comprising  
          means for storing and displaying advertisement data.

25           18. The program guide of claim 1 wherein the related  
          data is one or more of selected television program actors,  
          actresses, theme, other broadcast times, other broadcast  
          sources, and associated available products.

30           19. A method for managing and displaying information in  
          an interactive television system having a display screen  
          comprising the steps of:

          storing television schedule information including  
          television program titles;

          displaying some of the schedule information including  
          television program titles on the screen;

35           selecting a displayed program titles;  
          identifying data related to the selected program from the  
          Internet;

          receiving the identified data related to the selected  
          program; and

1 displaying the received data related to the selected  
program on the screen.

5 20. The method of claim 19 wherein the storing step  
comprises storing television schedule information in a  
database residing on one or more remote file servers  
accessible through a communication link.

10 21. The method of claim 20 wherein the communication  
link is Internet.

22. The method of claim 20 wherein the data related to  
the selected program is advertisement.

15 23. The method of claim 19 further comprising the steps  
of:

monitoring and storing user's selections of television  
programs;

20 learning a user's preference according to the user's  
selections of television programs; and

activating the program guide responsive to the stored  
user-preference.

25 24. The method of claim 23 wherein learning a user-  
preference comprises storing a user-preference responsive to  
a user input.

30 25. The method of claim 23 wherein the user-preference  
is a television program.

26. The method of claim 23 wherein the user-preference  
is a theme for a plurality of television programs.

35 27. The method of claim 25 wherein the activating step  
comprises reminding the user to view the preferred television  
program.

28. The method of claim 25 wherein the activating step  
comprises recording the preferred television program.

- 1           29. The method of claim 25 wherein the activating step  
comprises downloading a copy of the preferred television  
program to a digital storage medium.
- 5           30. The method of claim 26 wherein the activating step  
comprises searching the schedule information; matching  
television programs having the same theme as the stored theme;  
and recording the matched television programs.
- 10          31. The method of claim 26 wherein the activating step  
comprises searching the schedule information; matching  
television programs having the same theme as the stored theme;  
and downloading a copy of the matched television program to a  
digital storage medium.
- 15          32. The method of claim 23 wherein the activating step  
comprises adapting the schedule information displayed on the  
screen according to the user-preference.
- 20          33. The method of claim 19, further comprising:  
displaying preview programming for a future-scheduled  
television program;  
identifying a plurality of sources of information having  
data related to the future-scheduled television program;  
25          selecting an identified source of information having data  
related to the future-scheduled television program;  
responsive to the selecting step, establishing a link to  
the selected source of information; and  
displaying data from the linked source of information on  
30          the screen.
- 35          34. The method of claim 33 wherein the data related to  
the future-scheduled television program is one or more of  
selected television program actors, actresses, theme, other  
broadcast times, other broadcast sources, associated available  
products, and promotions.

1           35. The method of claim 33 wherein the data related to  
the future-scheduled television program is one or more of  
advertisement, video preview, and textual information.

5           36. The method of claim 19, further comprising storing  
and displaying advertisement data.

10           37. The method of claim 19 wherein the related data is  
one or more of selected television program actors, actresses,  
theme, other broadcast times, other broadcast sources,  
associated available products, and promotions.

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